

Analysis of the Tourist Market Structure and Tourist Behavior Characteristics of Sangua Commune

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Abstract: With the rapid development of the tourism industry and its significant impact, many scholars have noted that the source market structure and tourist behavior characteristics of tourist destinations significantly influence the development and utilization of tourist resources. Based on a field study of Sangua Commune, this paper finds that Sangua Commune faces challenges in promoting the integration, development, and promotion of tourism resources, as well as the establishment and management of supporting infrastructure within tourist attractions. To address these challenges, the following suggestions are proposed: developing distinctive tourism products; improving publicity and marketing models and tourism infrastructure; developing cultural tourism products to promote tourist consumption; strengthening the integration of agricultural and cultural tourism to leverage linkages between scenic areas; and establishing a talent management mechanism to improve visitor satisfaction and better expand the source market. The paper hopes to provide valuable insights into the development, development, and construction of Sangua Commune's tourist attractions.

1. Introduction

Tourism is known as the "eternally promising industry." In today's fast-paced world, tourism is gaining popularity, with leisure tourism also experiencing rapid growth. Sangua Commune was founded on the foundation of building beautiful villages and integrating agriculture and tourism. Although Sangua Commune has achieved some success in recent years driven by the development of characteristic towns and rural revitalization, the growth of tourism has also led to more diverse and personalized travel demands, and market competition has intensified. To better develop its own tourism industry and promote the development and planning of tourist attractions, a deeper understanding and analysis of the source market structure and tourist behavior characteristics is necessary.

Based on reading relevant materials and conducting field research, this paper analyzes the source market and tourist behavior of Sangua Commune. It is found that many scholars have analyzed the source market structure and tourist behavior characteristics of Sangua Commune from different perspectives. For example, in 2020, Xu Chao conducted research and analysis on

rural tourism in Sangua Commune from the perspective of tourist satisfaction in the article "Research on Rural Tourism Tourist Satisfaction Evaluation Based on Fuzzy-IPA-Taking Anhui Sangua Commune Scenic Area as an Example" [1]. Zhu Xuotong et al. explored the relationship between tourist perceived value, place attachment and environmental responsibility behavior by taking Sangua Commune as an example in the article "Research on Environmental Responsibility Behavior of Rural Tourists under the Perspective of Ecological Civilization" [2]. Sun Xirui An article analyzed the image perception of Sangua Commune based on the Internet [3], but it did not cover the demographic characteristics of the source market, the decision-making behavior of tourists, the spatiotemporal behavior and other aspects. Therefore, this article analyzes the source market structure and tourist behavior of Sangua Commune from this perspective, hoping to enrich the theoretical research on the source market structure and tourist behavior of tourist attractions similar to Sangua Commune, enhance academic significance, and provide some reference for Sangua Commune in tourism development, growth and planning.

2. Overview of Sangua Commune

2.1. Location and Transportation

Sangua Commune is located in Bantang Town, Chaohu District, Hefei City, Anhui Province. It covers a total area of approximately 10 square kilometers and consists of three villages: Winter Melon Village, Pumpkin Village, and Watermelon Village. It boasts abundant tourism resources, and is adjacent to the Bantang Hot Springs Health Resort, a national-level tourist resort, and the Tulip Highlands, a national 4A-level scenic spot. Sangua Commune enjoys a prime geographical location and abundant tourism resources.

Sangua Commune offers convenient transportation and a variety of options. It is approximately 70 kilometers from Hefei, about an hour's drive from Nanjing, and only about 40 minutes from Wuhu. Tourists primarily travel by car, rail, bus, and public transportation. Tourists traveling to Sangua Commune by car primarily come from nearby areas such as Hefei, Ma'anshan, Wuhu, and Nanjing, accessing via the Wuhu-Hefei Expressway and Provincial Highway 105. Railway access primarily passes through Chaohu Station and Chaohu East Station, from where taxis or buses can be taken. During the tulip season in April, special tourist routes are opened from Hefei to Sangua Commune and from Chaohu to Sangua Commune, making it more convenient for tourists to visit and enjoy the flowers.

2.2. Tourism Resource Features

Sangua Commune has rich tourism resources and focuses on building three villages: Dongwa, Dakui and Nihuang. Dongwa has been renamed Donggua Village because its pronunciation is similar to that of Donggua Village. Later, Dakui Village was renamed Nanpu Village and Nihuang Village was renamed Xigua Village. Focusing on the development of folk customs, e-commerce and food, it gradually formed a situation of common development of various forms of industries, such as leisure agriculture, rural tourism, folk culture, rural e-commerce, catering and accommodation.

Pumpkin E-commerce Village: Pumpkin Village focuses on the development of rural e-commerce and has won the titles of Anhui's first e-commerce village and Internet demonstration village. Through the Internet + rural areas, it has created an agricultural and special product e-commerce trading center, and also developed tea, spring, agricultural and special products and souvenirs such as culture. At the same time, it has adopted e-commerce training and established Bantangxiang College and e-commerce training center.

Donggua Folk Village: Sangua Commune is the ruins of the ancient Chaoguo, which has the Youchao culture. It is also located in Bantang, one of the four ancient hot springs in my country. It has rich folk culture and farming culture, including traditional oil mills, cloth mills, tea mills, wine mills, etc. Therefore, Donggua Village focuses on developing folk culture and characteristics, and has created attractions such as Youchao Impression, Six Thousand Years Folk Museum, 24 Solar Times Museum, Traditional Handicrafts Square, and Sacrifice Square.

Xigua Food Village: To better meet the needs of tourists, Xigua Food Village has redesigned the existing old houses with a unique "one-house, one-feature" approach, creating 80 charming homestays, 60 distinctive farmhouses, and 10 exciting guesthouses, offering visitors a variety of experiences and experiences.

Sangua Commune is located near Tulip Highlands and Bantang Hot Springs. Tulip Highlands is a comprehensive leisure park with sunflowers, lilies, tulips, lavender, white peonies, peonies, and other flowers in full bloom, and is a national AAAA-level scenic spot. Bantang Ancient Hot Springs Tourist Resort is a national-level tourist resort. Its hot springs, one hot and one cold, are a well-known choice for tourists seeking leisure, vacation, recuperation, and wellness. In addition, Sangua Commune has developed a variety of entertainment options to meet the needs of tourists, including the popular bridge park, jungle traversal, live-action CS, and a Hanfu museum.

2.3. Tourism Economic Development

The Sangua Commune project was jointly invested and developed by Anhui Huaishang Group and the Hechao Economic Development Zone [4]. It was launched in July 2015 and officially established on September 1st. Sangua Commune organically integrates traditional agriculture with leisure tourism to create a leisure agricultural belt with tourism as its main body. Currently, it mainly explores and develops a new model of beautiful rural construction that combines the Internet with agriculture, rural areas and farmers, integrates the primary, secondary and tertiary industries, and combines agricultural tourism, commercial tourism and cultural tourism. Sangua Commune's rural entrepreneurship and agricultural entrepreneurship bases encourage outsiders to settle in towns, urban residents to return to their hometowns, and college students to return to their hometowns to start businesses. Its development concept is to "build rural areas more like rural areas."

3. Source Market Structure of Sangua Commune

In April 2021, we went to Sangua Commune to distribute questionnaires and conduct random interviews based on the source market and tourist volume of Sangua Commune. We distributed 120 questionnaires in representative places such as the three villages of Winter Melon, Pumpkin, and Watermelon, Tulip Highlands, the Tourist Service Center, and the parking lot. 116 questionnaires were collected, with an efficiency rate of 96.6%.

3.1. Source Market Structure Theory

The tourist source market refers to the actual and potential overall demand for a certain tourism product in a tourist attraction [5].

The tourist source market structure can be divided into the tourist source market spatial structure, time structure and tourism type structure according to the geographical distribution, time distribution and tourism motivation types of tourists. The time distribution structure is expressed through the intraday, intraweek, seasonal, and interannual change structure; the spatial distribution structure refers to the degree of geographical concentration of tourist source areas. The more

dispersed the spatial distribution, the more stable the operation of tourist attractions and less susceptible to the influence of tourist source areas [6].

3.2. Demographic Characteristics of the Source Market of Sangua Commune

Through this survey, the basic demographic characteristics of the tourist source market of Sangua Commune are as shown in Table 1. Among them, there are more female tourists than males. Female tourists account for 63.79% of the total tourists of Sangua Commune, and males account for 36.21%. On the one hand, there is a certain error in the questionnaire, and on the other hand, it is also because the sea of flowers in the Tulip Highlands attracts a large number of female tourists. Young and middle-aged people aged 26-45 are the primary demographic for Sangua Commune visitors, accounting for 43.75% of the total. Young people aged 18-25 and the elderly aged 46-65 account for 31.25% and 12.5%, respectively. Visitors under 18 and over 66 are relatively rare, each comprising only 6.25% of the total. Bachelor's degrees are the most common, accounting for 56.25% of Sangua Commune visitors. Those with a junior college degree and a high school degree or below are next, each accounting for 18.75%. Finally, those with a master's degree account for 6.25%. Generally speaking, educational level can influence a person's travel awareness to a certain extent. The higher the educational level, the stronger the awareness of travel and the greater the opportunities for travel.

Table 1 Summary of Basic Demographic Characteristics of Tourists in Sangua Commune

Information Category	Factor	Ratio (%)
Gender	Male	36.21
	Female	63.79
Age	Under 18	6.25
	18-25	31.25
	26-45	43.75
	46-65	12.5
	Age 66 and above	6.25
Education Level	High Middle school and below	18.75
	College degree	18.75
	Bachelor's degree	56.25
	Master's degree	6.25
Occupation	Government/enterprise management	13.79
	Administrative unit/enterprise staff	12.06
	Professional and technical personnel	15.51
	Self-employed	5.17
	Student	29.31
	Worker/Farmer	3.44
	Housewife	6.89
	Retired person	8.62
	Freelancer	1.72
	Other	3.44

Occupational differences can affect a person's leisure time, income, travel preferences, and travel needs. As shown in the table, students make up a large proportion of Sangua Commune visitors, accounting for 29.31% of the total. This is followed by government/enterprise managers, staff of administrative units/enterprises, and professional and technical personnel, accounting for 13.79%, 12.06%, and 15.51%, respectively. Self-employed individuals, workers and farmers, housewives, retirees, and freelancers account for 5.17%, 3.44%, 6.89%, 8.62%, and 1.72% of the total number of visitors, respectively. Other occupations make up 3.44% of the total number of visitors.

3.3 Geographical Characteristics of Sangua Commune's Source Market

3.3.1 Regional Distribution Structure

Due to its own geographical location, development scale and publicity efforts, Sangua Commune's source market is mainly surrounding and within the province. The spatial distance between the source and the destination is relatively close. The statistical results of the regional distribution structure survey are shown in Table 2. Among them, we can see that Hefei and Ma'anshan City have a large number of tourists, accounting for 60.34% of the total number of tourists, while Anqing, Lu'an, Tongling, Xuancheng, Fuyang, Bengbu, Suzhou and other cities in the province account for 30.99% of the total number of tourists. In comparison, there are relatively few tourists outside the province, accounting for only 8.67% of the total number of tourists.

Table 2. Distribution of regional structure of Sangua Commune's source market

Source of customers	proportion (%)	Source of customers	Proportion (%)
Hefei City	51.72	Fuyang City	3.44
Ma'anshan City	8.62	Lu'an City	3.44
Anqing City	5.17	Tongling City	1.72
Bengbu City	5.17	Bozhou City	1.72
Suzhou City	5.17	Chuzhou City	1.72
Xuancheng City	3.44	Outside Anhui Province	8.67

3.3.2. The Distance Between the Customer Source Market is Declining

The distance attenuation law refers to the inverse proportional relationship between the tourist source and destination of tourist destination [7]. According to the survey data, Sangua Commune accounts for the majority of the province's tourists, of which Hefei accounts for a large proportion of 51.72%, followed by Ma'anshan, accounting for 8.62% of the total number of tourists, and then distributed to other cities in the province. The less source market outside the province accounts for only 8.67% of the total number of tourists, which reflects that Sangua Commune's source market complies with the law of distance decay. The closer the distance, the higher the proportion of the total number of tourists, and the farther the distance, the less the proportion.

4. Characteristics of Tourists in Sangua Commune

4.1. Theory of Visitor Behavior

The spatial movement, entertainment activities carried out by tourists for the purpose of tourism and the life behaviors generated in this process are called tourist behaviors. They include six basic links: food, housing, transportation, travel, shopping, and entertainment.

The study of tourist behavior mainly focuses on the generation, process and effect of tourist behavior. The generation of tourist behavior mainly studies internal and external factors, including tourists' gender, age, occupation, income level, education level, travel motivation, attitude, etc.; the process of tourist behavior mainly studies tourists' decision-making behavior and consumption structure, that is, tourists' cognitive needs, information collection, selection, decision-making, evaluation and consumption ratio of various links; the effect of tourist behavior is to study tourists' satisfaction with scenic spots, that is, tourists' experience and perception during the process of visiting scenic spots. If tourists' experience is greater than their expectations, they will feel satisfied, otherwise they will be dissatisfied [8].

4.2. Tourism Decision-Making Behavior

4.2.1. Tourism Motivation

Tourism motivation refers to the subjective conditions that motivate tourists to travel, including their social interaction, culture, psychology, etc. [9]. According to the survey results, as shown in Figure 1, tourists from Sangua Commune who come for sightseeing and leisure vacations account for the majority, accounting for 80.55% of the total number of tourists. Tourists who come to visit relatives and friends, hold business meetings, and exchange culture account for 6.48%, 2.77%, and 3.72% of the total number of tourists, respectively. In addition, tourists with other purposes account for 6.48% of the total number of tourists.

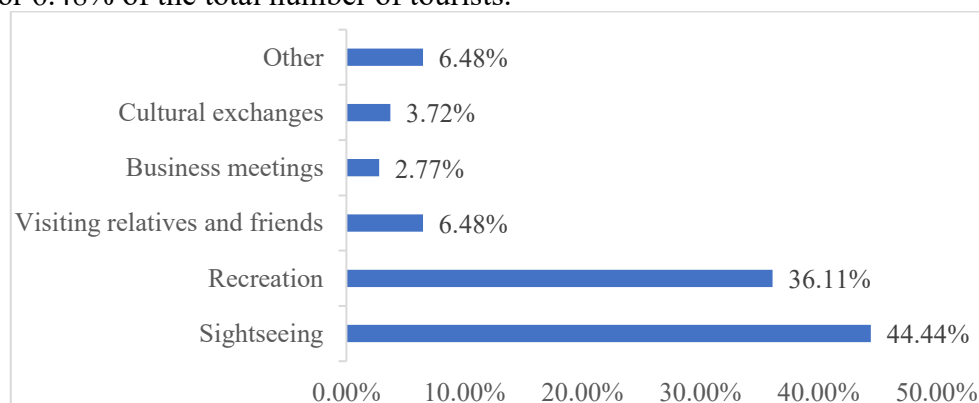


Figure 1 The map of tourists' tourism activities of Sangua Commune

4.2.2. Source of tourism information

In today's information age, tourists have a variety of information acquisition channels, and understanding tourists' information sources and allowing tourists to obtain information about scenic spots more quickly and conveniently is also something that Sangua Commune needs to continuously develop and improve in its future development. According to the survey data, the distribution map of the information source channels of Sangua Commune is shown in Figure 2. The information source of Sangua Commune is mainly through the Internet and the recommendations of relatives and friends, accounting for 31.62% and 29.05% of the total number of tourists, respectively. This shows that the Internet is the main channel for people to obtain information at present. Scenic spots should pay attention to publicity and marketing on the Internet. At the same time, the word-of-mouth effect is also an important means for scenic spots to publicize externally, and they should pay attention to and give full play to word-of-mouth marketing; tourists obtain information through television, radio, newspapers and magazines account for 11.11%, 5.98%

and 5.98% of the total number of tourists, 5.12% obtain information through travel agency channels, and 11.14% of the total number of tourists.

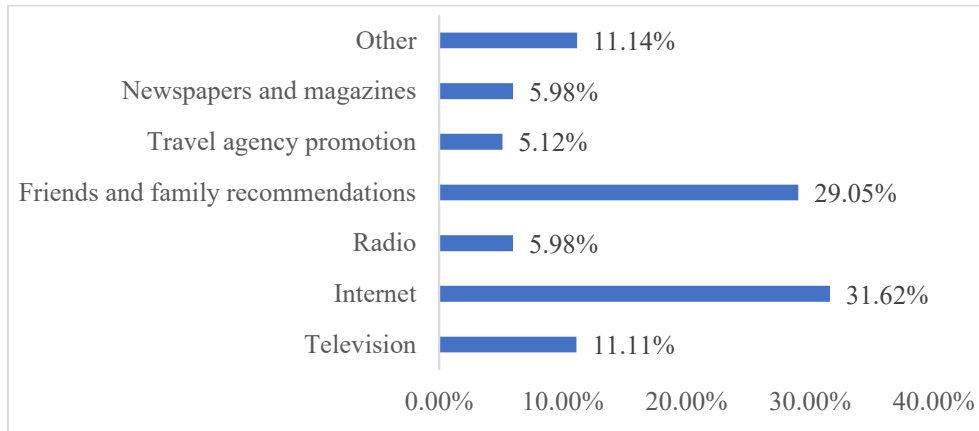


Figure 2. Chart of the source of tourists' tourism information for Sangua Commune

4.2.3 Tourism Transportation

With improved living standards and changing transportation conditions, more and more tourists are beginning to value the convenience and comfort of transportation during their travels. According to the survey data in Figures 3, the largest number of tourists choose to drive, accounting for 32.76% of the total number of tourists. Next in order are trains, high-speed trains, buses, long-distance buses, and airplanes, accounting for 24.14%, 20.69%, 8.62%, and 3.45%, respectively. Another 10.35% of tourists reach Sangua Commune by other means.

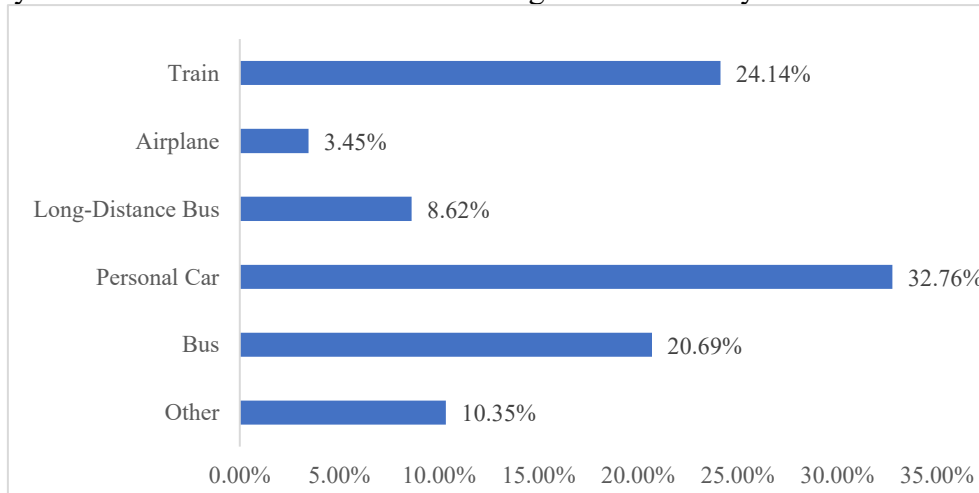


Figure 3. Structure of tourist transportation modes in Sangua Commune

4.3 Travel Spatiotemporal Behavior

4.3.1 Residence Time

Generally speaking, the longer tourists stay in a tourist attraction, it reflects the greater the number of attractions in the scenic area and the greater the attraction; secondly, the longer the tourists stay, the more expenses they incur and the more revenue the scenic area earns. Normally, the tourist's stay time is directly proportional to the income of the scenic area. From the survey results in Figure 4, we can see that most tourists to Sangua Commune are one-day tourists,

accounting for 62.07% of the total number of tourists, followed by 2-3 day tours accounting for 34.48%, and tourists staying for more than 3 days account for a total of 3.44%. The time tourists choose to stay in Sangua Commune decreases sharply as the number of days increases.

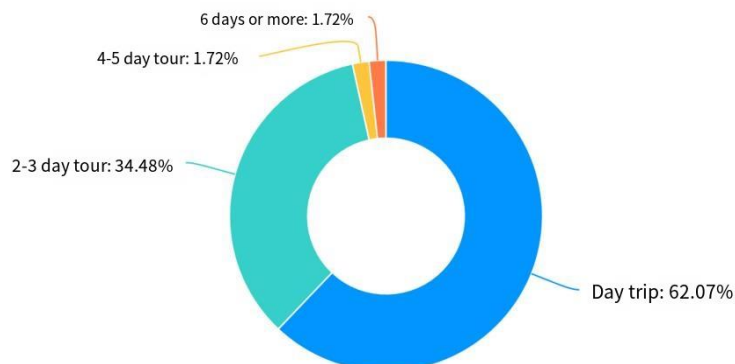


Figure 4. Distribution of time spent by tourists in Sangua Commune in the scenic area

4.3.2 Tourism Consumption Level

Tourism consumption level is an important indicator to measure the tourism income of a scenic spot. A series of expenses incurred by tourists during the trip, including food, accommodation, transportation, travel, shopping and entertainment, all belong to tourism consumption. Figure 4-5 is the per capita tourism consumption level of tourists from Sangua Commune according to the questionnaire. From the figure, it can be seen that tourists' consumption level is between 101 and 300 yuan, 20.69% and 22.41% respectively, and tourists with consumption above 500 yuan account for only 3.45%. From this we can see that the consumption level of tourists in Sangua Commune is generally between 101 and 300 yuan, and the consumption level is generally low. Tourism products need to be upgraded and publicity needs to be strengthened.

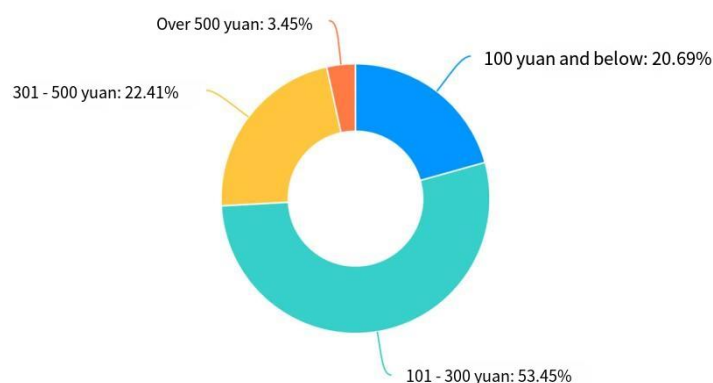


Figure 4. Chart of tourists' consumption level of Sangua Commune

4.4 Travel Perceived Behavior

4.4.1 Visitor satisfaction

The degree to which tourists' requirements are met can be measured by tourist satisfaction, which is a comprehensive indicator to measure the quality of tourism services in scenic spots. Therefore, understanding the tourist satisfaction of Sangua Commune plays a very important role

in improving the product and service quality of Sangua Commune. Table 3-1 is the statistical results of tourists' tourism satisfaction of Sangua Commune. This questionnaire investigates the satisfaction of tourists of Sangua Commune through six indicators: the overall image of the tourist attractions, tourist hotels, tourism products, tourism entertainment facilities, tourism transportation and basic service facilities. The satisfaction level of each indicator is set from high to low to satisfactory, general, and dissatisfied.

According to Table 3, it can be seen that tourists are not satisfied with the various indicators of Sangua Commune as a whole. 56.9% of tourists are satisfied with the overall image of the scenic spot, 43.1% are average; 27.59% of tourists are satisfied with the tourist hotels in the scenic spot, 65.52 are average, and 6.9% of tourists are dissatisfied with the tourist products; 20.69% of tourists are satisfied with the tourist products, 75.86% of tourists are average, and 3.45% of tourists are dissatisfied. This shows that Sangua Commune should also strengthen management and development in tourist hotels and products, and bring a better experience to tourists from the perspective of tourists. Regarding tourist and entertainment facilities, 32.76% of tourists were satisfied, while 67.24% rated them average. Regarding transportation, 29.31% were satisfied, 63.79% were average, and 6.9% were dissatisfied. Regarding basic service facilities, 36.21% were satisfied, 62.07% were average, and 1.72% were dissatisfied.

Table 3. Table of tourist satisfaction composition of Sangua Commune

Survey content	Satisfy (%)	Generally (%)	Dissatisfied (%)
The overall image of the scenic spot	56.9	43.1	0
Tourist hotel	27.59	65.52	6.9
Travel goods	20.69	75.86	3.45
Tourism and entertainment facilities	32.76	67.24	0
Tourism Transportation	29.31	63.79	6.9
Infrastructure Service Facilities	36.21	62.07	1.72

4.4.2 Overall Satisfaction

Figure 5 shows the overall evaluation of tourists in Sangua Commune. Although tourists may experience some unpleasant experiences or dissatisfaction in certain aspects of their visit, their overall impression and evaluation of Sangua Commune remain satisfactory. 55.17% of tourists were satisfied with the area, while 44.83% gave the scenic area an average evaluation. Overall visitor satisfaction is crucial to a scenic spot's reputation and repeat visitor rates. Therefore, Sangua Commune should strive to improve visitor satisfaction and create a destination with a beautiful environment, comprehensive facilities, distinctive tourism features, and high-quality service.

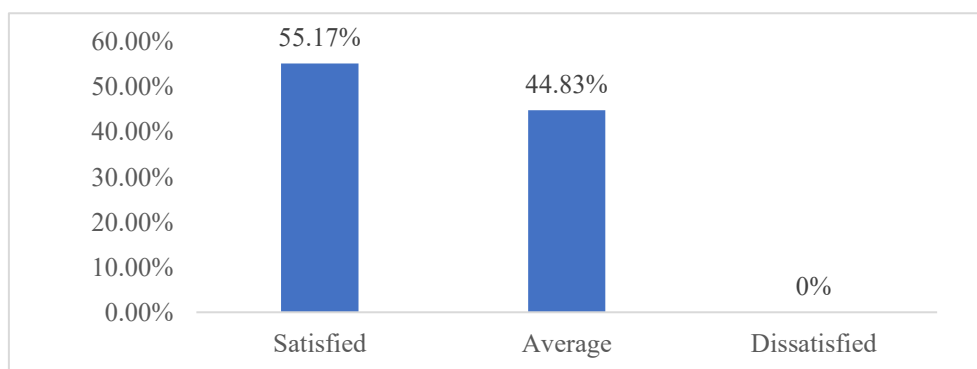


Figure 5. Overall evaluation of the scenic spot by tourists from Sangua Commune

5. Problems in the Customer Source Market Structure of Sangua Commune

Through the analysis of the survey results of the Sangua Commune's source market structure and tourist behavior characteristics, we can see that Sangua Commune has more female tourists than male tourists; the age structure is mainly 26-45 years old; the education level of tourists accounts for the largest proportion of undergraduate degree; the occupation is mainly students, professional and technical personnel and managers; tourists mainly focus on sightseeing and leisure vacations; the information source is mainly obtained through the Internet and recommendations of relatives and friends; the way of travel is mainly based on family and personal travel; the mode of transportation is mainly self-driving and train high-speed rail; generally the stay time is one-day tour; the consumption level is relatively low; the satisfaction of tourists is average, so this article summarizes some problems in Sangua Commune's development based on the above survey results, as follows:

5.1. Tourism Products Lack Characteristics and Are Less Attractive

Sangua Commune has been called a characteristic town, a beautiful village, and the first e-commerce village in Anhui Province [10]. Although it has many tourism resources, it lacks a representative characteristic product to attract tourists, encourage them to stay, consume, and increase their popularity. The survey shows that tourists who come to Sangua Commune mainly come for sightseeing and leisure vacations, and their stay time is short. Most tourists who go to Sangua Commune just browse around casually and have no understanding of the characteristic tourist attractions, tourist products, and cultural characteristics of Sangua Commune. Sangua Commune has not made detailed introductions to tourists and has not created better and more creative tourism products for tourists. The product structure is relatively simple, and the competitiveness of tourism resources is relatively large compared with other surrounding areas.

5.2 Inadequate Publicity and Marketing, Low Popularity

According to the survey of the geographical distribution structure of the source market, the tourists of Sangua Commune are mainly local and close-range tourists, mainly from Chaohu, Hefei and Ma'anshan, with fewer tourists outside the province; and most tourists learn about Sangua Commune through the Internet and introductions of relatives and friends, and there are more tourists coming together or alone, and there are fewer group tourists organized by travel agencies or units. The reason is that there is no targeted marketing and publicity, no reasonable use of the Internet, and the publicity efforts are low, and the expected results are not achieved. The role of the Internet, travel agencies, etc. is limited, and it is largely dependent on the reputation publicity of tourists, with a low reputation and a small radiation range.

5.3. The Tourism Infrastructure and Service Level are Imperfect

First of all, the transportation system in the scenic area is incomplete, and the radiating range of Sangua Commune is limited. Therefore, most tourists are from surrounding areas. Most tourists choose to drive by themselves or take buses. However, the road signs in the scenic area are not obvious and the routes are few. When there are many tourists on holidays, the parking lot is not large enough and the bus routes are few. There are also problems such as tourists reporting that there are too many self-driving vehicles in the scenic area, driving in the scenic area causes congestion on the roads and some safety hazards. There are also hygiene of the scenic area, especially the poor hygiene of the toilets and the untimely cleaning. At the same time, there are

certain problems in basic services, and the professional level and attitude of the service need to be improved.

5.4. The Consumption Level of the Source Market is Not High

Through the consumption level and stay time in the questionnaire, we can see that most tourists in Sangua Commune stay for one day, and only 3.44% of the total stay for more than 3 days. The purchasing ability in scenic spots is also low, and most of them are fixed consumption, such as catering, transportation, etc. On the one hand, while the scenic area has numerous attractions, they lack distinctive features and are unable to attract visitors. Furthermore, tourists lack sufficient knowledge of Sangua Commune, leaving them unaware of many tourism products, let alone purchasing them. Furthermore, competition is fierce among nearby attractions, such as Bantang Hot Springs and Ziwei Cave. When planning their itineraries, tourists may simply consider Sangua Commune as a stopover and may not stay long, resulting in limited spending.

5.5. Insufficient Integration of Culture, Agriculture, and Tourism, and Insufficient Linkage

Sangua Commune has nesting culture, farming culture, and folk culture, and develops the Internet + agriculture, rural areas and farmers. It is a large village of agricultural products, with folk villages, e-commerce villages, and food villages. However, it lacks cultural creativity and the integration of culture and tourism is insufficient [11]. It only imitates and builds in form, but does not have its own distinctive characteristics and local culture, so it cannot attract tourists for a long time. In addition, nearby scenic spots can not only bring competitiveness but also bring about linkage between scenic spots. Near Sangua Commune, there are many scenic spots such as Bantang Hot Spring, a national tourist resort, tulip fields, Zhongmiao Laoshan Island, Ziwei Cave, Yinping Mountain, etc. However, a good linkage is formed between Sangua Commune and other scenic spots to promote the development of the scenic spots.

5.6. Tourist Satisfaction Needs Improvement

This survey shows that tourists are generally quite satisfied with Sangua Commune, but their ratings are lower in areas such as food, accommodation, and transportation. During the survey and in conversations with tourists, we learned that they feel that the excessive number of vehicles in the scenic area, especially private cars, leads to congested roads and inconvenient transportation, and that the dining and accommodation conditions and services are subpar. From this data, we can see that tourist satisfaction with Sangua Commune across various indicators remains at an average level, generally meeting tourist needs. However, there are still issues such as a lack of distinctive features and inadequate service. This suggests that Sangua Commune has not yet met tourist expectations in some areas. It should actively improve its infrastructure and services, and develop unique products and attractions that will impress tourists.

6. Strategies and Suggestions for Developing the Source Market for Sangua Commune

6.1. Developing Distinctive Tourism Products and Creating a Multi-Level Tourism Experience

Tourism demand is diverse. Creating distinctive tourism products and multi-level tourism experiences to enhance tourists' experience and satisfaction should also be a key focus for Sangua Commune in its development as a tourist destination.

First, for tourists with different travel motivations, scenic area product development and upgrades should be tailored to their needs and unique characteristics. Sangua Commune should prioritize sightseeing and leisure vacations as its primary attractions, focusing on developing uniquely local tourism products. For tourists seeking cultural exchange or business meetings, the focus should be on developing folk culture tourism products and a beautiful environment. Large-scale folk activities and festivals could also be held to encourage visitors to stay, increase their stay, and experience more in-depth and meaningful activities. Second, while Sangua Commune's tourists are primarily young and middle-aged, the middle-aged and elderly market also holds significant development potential. Therefore, in developing tourism products, the focus could be on developing leisure and vacation tourism, folk culture tourism, and wellness tourism, leveraging the area's inherent advantages in tourism resources. For youth and students, the focus could be on introducing study tours and creating entertainment venues suitable for children. Finally, self-driving tours and individual travel are popular travel options for tourists in Sangua Commune. Targeting these visitors and integrating local tourism resources, we can create activities such as camping, picnics, and outdoor experiences. In developing tourism products, we must adapt to local conditions and continuously innovate, reflecting local cultural characteristics. This allows visitors to enjoy themselves while learning about and understanding local culture and traditions. This will enhance their experience and satisfaction, increase repeat visits, and promote the development of the tourism market.

6.2. Improve Publicity and Marketing Models to Expand the Popularity of Scenic Spots

Today, promotion for tourist attractions is no longer limited to traditional offline promotion. With the development of the internet and new media, online promotional methods are also playing a vital role. Through our research, we found that Sangua Commune currently uses online promotional methods such as WeChat official accounts, Weibo, Douyin, and official websites. However, these methods are underutilized and their effectiveness is limited. The scenic spot needs to improve the management of these channels and promptly update relevant information within the scenic spot to provide potential visitors with timely, rapid, and convenient access to relevant information. Of course, this does not mean that traditional publicity methods are not important. Sangua Commune should increase the application of various communication media. Whether it is the placement of advertisements or the production of tourism promotional videos, it can enhance the image of tourist attractions. Sangua Commune should also strengthen the publicity of television, radio, newspapers and magazines; add publicity banners, posters, etc. on both sides of the road, bus stations, etc. to expand its popularity.

At the same time, Sangua Commune can also play the role of a tourist attraction in the surrounding areas and strengthen the linkage. For example, the national tourist resort Bantang Hot Spring uses better development to drive poor development, so as to better expand the popularity of the scenic spots; and Sangua Commune has a superior geographical location, and can actively hold relevant tourism festival activities and invite some media companies to hold related activities in the scenic area, so as to play a publicity-driven role and increase the popularity of Sangua Commune.

6.3. Improve Tourism Infrastructure and Improve Tourism Reception Capabilities

More and more people are beginning to pursue a quality life, and they pay more attention to the comfort of the tourism process during the tourism process, especially tourism transportation, construction in scenic spots, etc. In terms of tourism transportation, first of all, Sangua Commune should strengthen the construction of internal roads in the scenic area, set up traffic signs, and plan

reasonable routes and departure intervals [12]. The villages in Sangua Commune are relatively scattered, which can not only make it easier for tourists to find and save time for tourists, but also make it easier for tourists to plan their travel routes. Secondly, the use and parking of transportation within the scenic area should be done well. There are many bicycles and electric vehicles for rental in the scenic area. The parking spots and rental times should be set up to meet the diverse needs of tourists. Since Sangua Commune mainly attracts tourists from the surrounding areas and nearby, self-driving, train, bus and other modes of transportation are relatively more convenient and faster. For self-driving tourists, try to avoid driving vehicles into the scenic area and occupying the space within the scenic area. For tourists who take the bus, try to open more tourist routes or tourist special lines, especially during the peak season, to improve the accessibility of tourists.

Regarding dining, the number of restaurants within the scenic area could be appropriately increased, with more dishes featuring farm-style cuisine. A transparent and reasonable price list could be established to meet the dining needs of tourists, improve the dining environment, and enhance the service during dining.

In terms of scenic area construction, the construction and improvement of public infrastructure services, such as parking lots and tourist restrooms, as well as wireless network coverage, the use of tourism apps, the provision of rest areas, and the improvement of dining and accommodation infrastructure, all need to take into account the visitor experience. This will make the visitor experience more convenient, information-based, and intelligent, meeting the diverse and personalized needs of tourists and enhancing the Sangua Commune Scenic Area's tourism reception capacity.

6.4 Developing Cultural Tourism Products to Promote Tourist Consumption

The above survey found that the overall tourist consumption level in Sangua Commune is relatively low. This may be due to the lack of distinctiveness of the tourism products themselves and inappropriate pricing, as well as inadequate management and publicity of the scenic area. Therefore, to increase tourism revenue and promote consumption, Sangua Commune should actively develop distinctive cultural tourism products and souvenirs, adapting to local conditions and incorporating elements of local characteristics and culture. Leveraging the internet, agriculture, rural areas, the ancient Chao Kingdom ruins, and folk culture, they should make Pumpkin Village, Winter Melon Village, and Watermelon Village more distinctive. This should enrich the various attractions within the scenic area, increase tourist stay time in Sangua Commune, and enhance its competitiveness and appeal.

At the same time, in the process of product development, different products should be developed for different groups, differentiated into different grades, and tourism products with various characteristics should be developed to be the best in terms of quality, service, packaging, etc., to increase tourists' desire to buy. Secondly, the scenic area management department can set up a shopping street in the scenic area to gather tourist souvenirs and other commodities together, which will make it easier to create scale effects, increase the purchasing power of tourists, and facilitate the scenic area to strengthen management.

6.5. Strengthen The Integration of Agricultural Tourism and Cultural Tourism and Give Full Play to the Linkage Role of Scenic Spots

Drawing on the successful experiences of other characteristic towns, Sangua Commune should integrate its own distinctive products and culture during its development to create distinctive and creative cultural products. It should deeply explore Sangua Commune's nesting culture and folk customs, develop tourism products such as exhibition halls and handicrafts, host unique folk

activities, introduce distinctive snacks, shops, and handicrafts, and utilize traditional performances and activities such as local opera and folk songs for publicity. This will not only provide tourists with a positive experience and cultural knowledge, but also promote the development of Sangua Commune, increase consumption, and enhance its visibility. Furthermore, Sangua Commune is a major agricultural product village with idle resources. Leveraging this advantage, Sangua Commune can build on its traditions to cater to the needs of modern tourists, offering activities such as handicraft production, planting, picking, and farming experiences, allowing visitors to personally participate and experience the fun. Furthermore, it can leverage internet technology and online platforms to launch VR experiences, allowing visitors to experience activities such as plant growth more personally. Visitors can also monitor the growth of their plants in real time through online monitoring.

Furthermore, Sangua Commune enjoys a favorable location, situated adjacent to the Bantang Ancient Hot Springs and the Tulip Fields. Slightly further afield, other scenic spots include Zhongmiao Laoshan Island and Ziwei Cave. Bantang Ancient Hot Springs is highly renowned, and the Tulip Fields, Laoshan Island, and Ziwei Cave also attract a large number of tourists. To leverage the synergy between these scenic spots, joint marketing efforts can be implemented to reduce costs and boost publicity, especially for lesser-known attractions like Sangua Commune. Furthermore, for tourists staying in Sangua Commune for a short time, to encourage them to stay and stay overnight, thereby increasing their spending, cross-scenic areas can collaborate and design itineraries that combine them. This will not only facilitate visitor convenience but also promote the development of these areas.

6.6 Establish a Talent Management Mechanism to Improve Visitor Satisfaction

High-level, high-quality tourism professionals are crucial to the development of the tourism industry in scenic areas. Therefore, if Sangua Commune is to achieve further development, it is crucial to prioritize the recruitment and cultivation of tourism professionals. First, relevant regulations can be formulated to train professional employees, such as cooperating with universities, accepting interns from universities, using relevant resources from universities to train employees, etc., to improve the professional level of service personnel in scenic spots; secondly, it is necessary to strengthen the training and management of staff in scenic spots. Many service personnel in Sangua Commune are local villagers. Due to the limitations of cultural knowledge and other reasons, there may be certain shortcomings in service etiquette and norms, so targeted training services should be carried out to ensure that they are in charge. Master certain theoretical knowledge and service concepts so that we can better serve tourists and promote the long-term and sustainable development of the scenic spot; finally, we should strengthen the supervision and management of scenic spots and the complaints of tourists. When facing tourists' complaints, we should actively listen to the opinions and ideas of tourists, so as to better discover the problems in the scenic spot, and strengthen the management of basic services such as environmental management, road construction, vehicle management, and road system management in the scenic spot, so as to improve tourists' experience and satisfaction, which is conducive to improving tourists' satisfaction.

7 Conclusion

Analysis of the Sangua Commune's source market structure and visitor behavior reveals that its tourist attractions lack distinctive features, resulting in low tourist appeal. Furthermore, its publicity and marketing efforts are inadequate, its tourism infrastructure and services are underdeveloped, its source market consumption levels are low, and its linkages with surrounding

scenic areas are insufficient. Tourist satisfaction also needs to be continuously improved. Therefore, given the problems Sangua Commune has encountered in its tourism development, the scenic area should pay greater attention. This article proposes several countermeasures to these issues, such as developing distinctive products, improving marketing and promotional models and infrastructure, developing tourism merchandise to increase tourist spending, strengthening the integration of agriculture, culture, and tourism, leveraging linkages between scenic areas, establishing a talent management mechanism, and improving visitor satisfaction. However, in addition to these basic countermeasures and measures, government support is also essential. Sangua Commune's development is inseparable from the policy and financial support of the Hefei Municipal Government, the Hefei-Chaohu Economic Development Zone, and the Chaohu Municipal Government. The development of Sangua Commune's tourism industry depends not only on the continuous improvement of its own conditions but also on the overall development of Chaohu City's tourism industry. The government needs to provide supportive policies and financial support for the tourism industry, coordinate the joint development of Sangua Commune with other scenic spots, and drive the development of Sangua Commune's tourism industry, thereby promoting its continued advancement and success in developing distinctive towns and rural tourism.

Due to the instability of survey data, lack of information, practical deficiencies, and limited academic expertise, this article's theoretical analysis of Sangua Commune's source market and tourist behavior characteristics is limited and in-depth, leaving much room for improvement. However, overall, this research on the source market and tourist behavior does have certain practical significance. Furthermore, with rapid economic development and rising living standards, sightseeing and leisure tourism are expected to grow rapidly, presenting a broad market prospect. Therefore, the Sangua Commune tourist area has significant development potential. However, since this survey is not comprehensive and in-depth enough, we hope to have the opportunity to continue to monitor and understand the source market structure and tourist behavior characteristics of Sangua Commune in the future, and to provide better opinions and suggestions for the development of Sangua Commune.

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